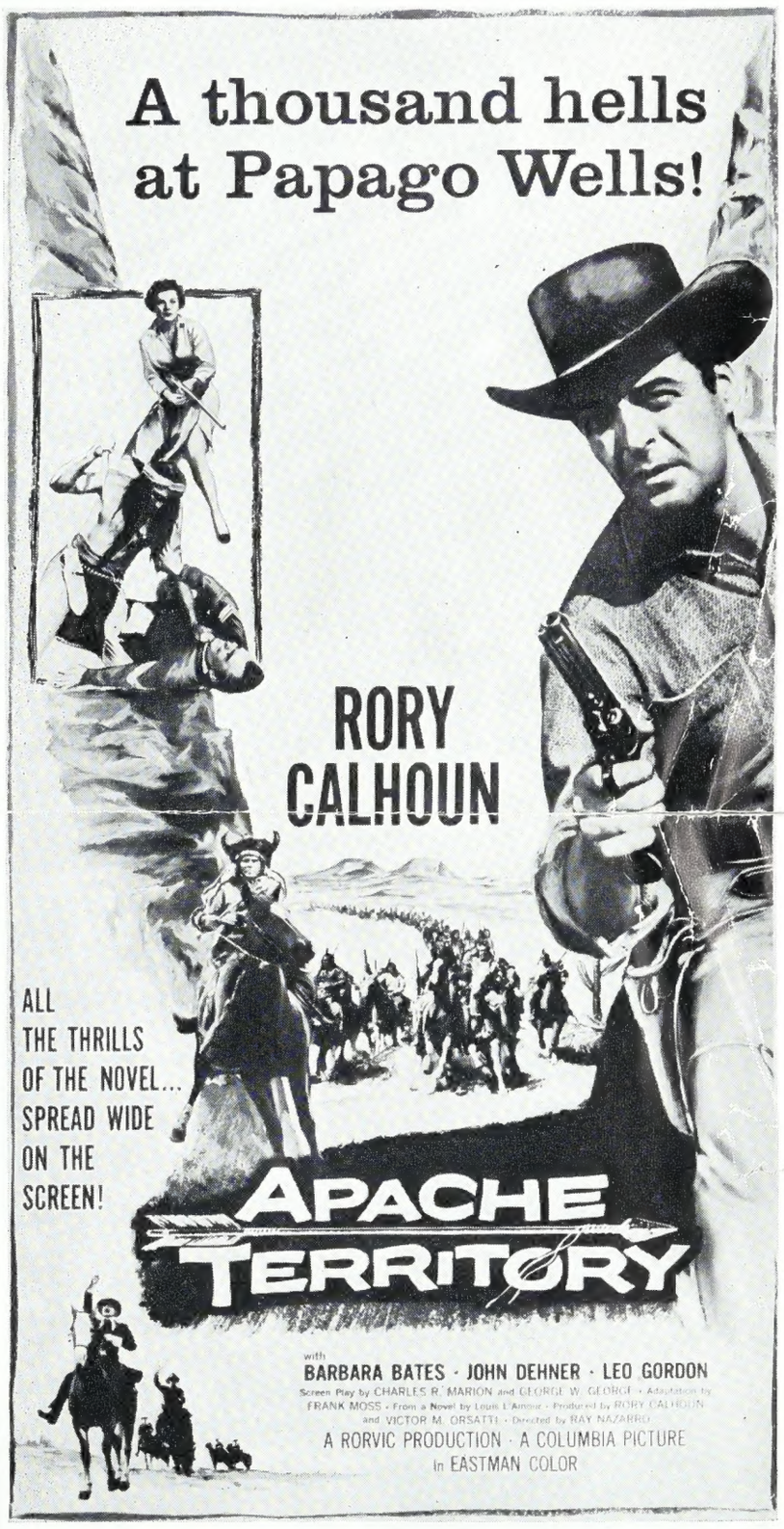
RORY CALHOUN INVADES

APACHE TERRITORY

COLUMBIA PRESSBOOK

• Flaming arrows and home-made bombs are among the weapons employed in the strangest battle of the great Southwest Indian uprising .... and "Apache Territory" offers showmen equally fiery opportunities for explosive promotion!

• Gear your campaign to the two-fisted star .... to the spectacular beauty of the Arizona scene brought to your screen in Eastman Color! Use the surefire values to be found in an "Indian" approach to your territory.... the suspense of a struggle against overwhelming odds!



(THREE SHEET)

CAST

Logan Cates	Rory Calhoun
Jennifer Fair	Barbara Bates
Grant Kimbrough	John Dehner
Junie Hatchett	Carolyn Craig
Lonnie Foreman	Thomas Pittman
Zimmerman	Leo Gordon
Webb	Myron Healey
Sgt. Sheehan	Francis De Sales
Lugo	Frank De Kova
Conley	Reg Parton
Graves	Bob Woodward
Styles	Fred Krone

ACCESSORIES

- THREE SHEET (Shown on this page.)
- ONE SHEET (Comparable to Ad 301 on page 3.)
- 22 x 28 (SLIDE same design.)
- EIGHT 11 x 14's
- INSERT CARD
- TRAILER
- 40x60, 30x40, 24x60 and 24x82 DISPLAYS
- FIVE STILL SETS
- COMPOSITE MAT (20 horizontals, 15 uprights, 10 color, pressbook set, art set.)

CREDITS

Screenplay by Charles R. Marion, George W. George; Adaptation by Frank Moss, from a novel by Louis L'Amour; Directed by Ray Nazarro; Assistant Director, Eddie Saeta; Director of Photography, Irving Lippman; Art Director, Cary Odell; Film Editor, Al Clark, A.C.E.; Sound, Josh Westmoreland; Music Conducted by Mischa Bakaleinikoff; Color Consultant, Henri Jaffa; Photographed in Eastman Color; Produced by Rory Calhoun, Victor M. Orsatti. A Rorvic Production. A Columbia Picture.

STORY

(Not for Publication) Drifter Logan Cates takes command of an ill-assorted group which includes Jennifer Fair and Grant Kimbrough when they are besieged by Apaches at Papago Wells. Their food and water give out, so does the courage of some members of the embattled force. When a dust storm hits, Cates leads the survivors in a desperate, successful attack; they scatter the Apaches and end the siege. He and Jennifer ride to Yuma together. (Running Time: 75 Minutes)

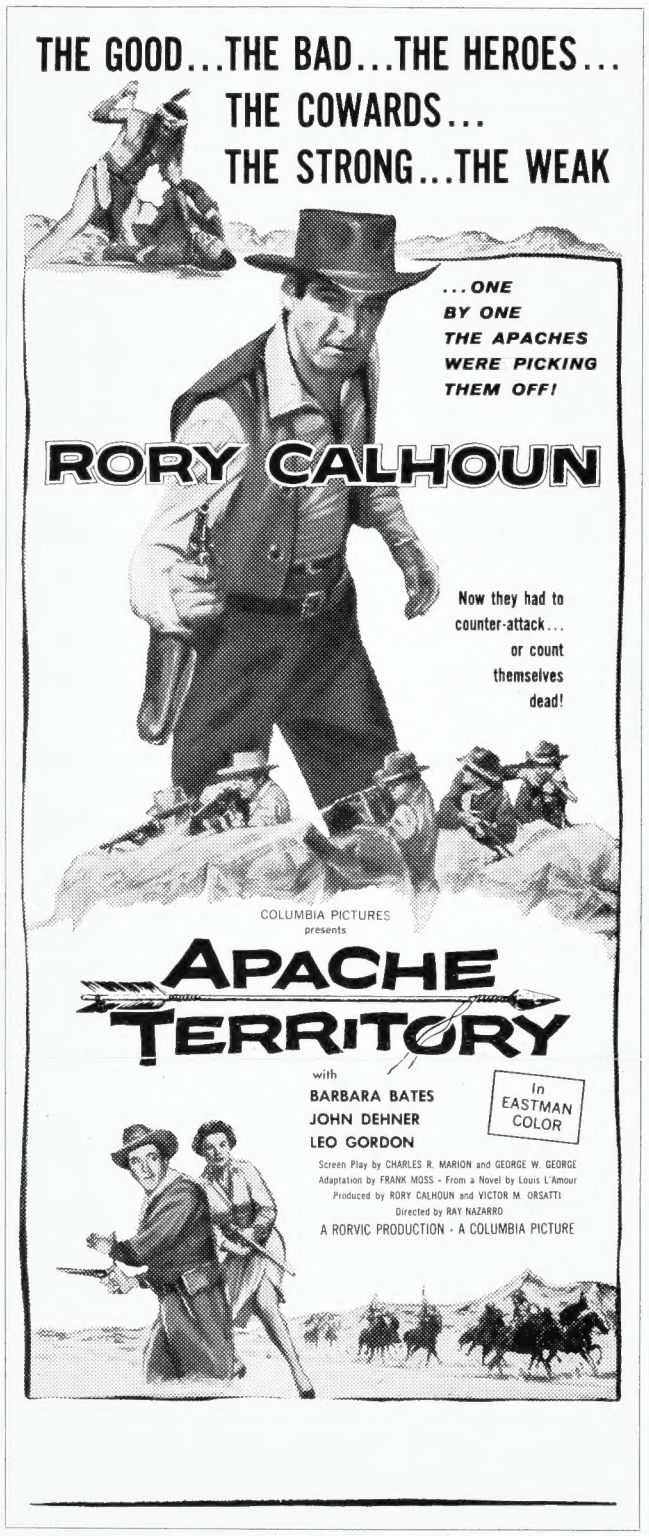
Official Billing

COLUMBIA PICTURES	25%
presents	
RORY CALHOUN	100%
in	
APACHE TERRITORY	100%
in EASTMAN COLOR	25%
with	
BARBARA BATES • JOHN DEHNER • LEO GORDON	25%
Screen Play by CHARLES R. MARION and GEORGE W. GEORGE	15%
Adaptation by FRANK MOSS	15%
From a Novel by Louis L'Amour	10%
Produced by RORY CALHOUN and VICTOR M. ORSATTI	15%
Directed by RAY NAZARRO	15%
A RORVIC PRODUCTION	25%

Copyright © 1958 Columbia Pictures Corporation. All Rights Reserved.

PB # 5511

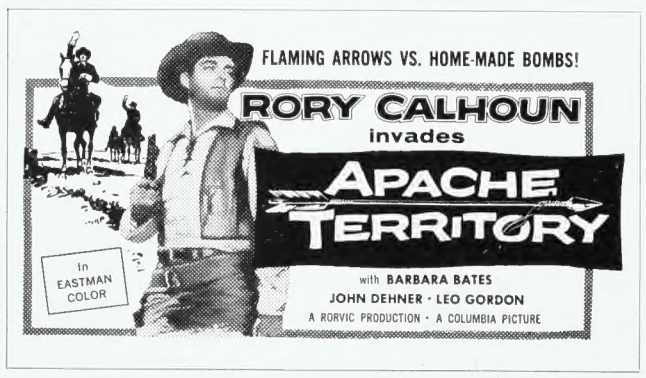
Ad
No. 401
468 Lines



Ad No. 207—248 Lines

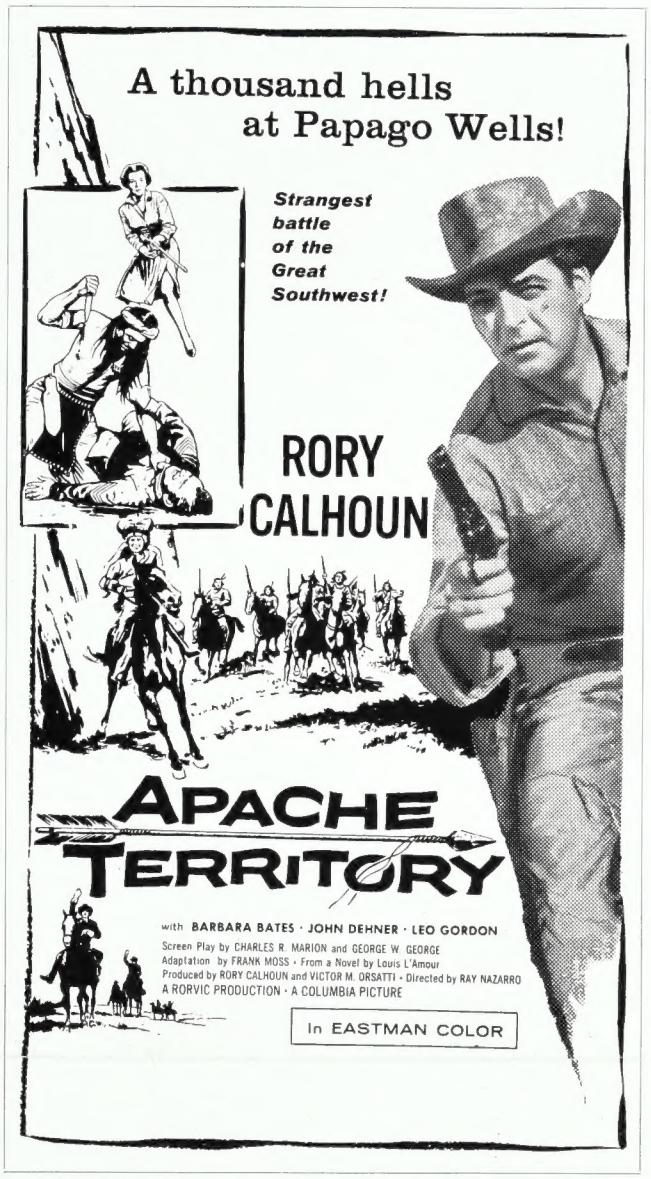
Ad No. 205—130 Lines

Ad No. 203—66 Lines

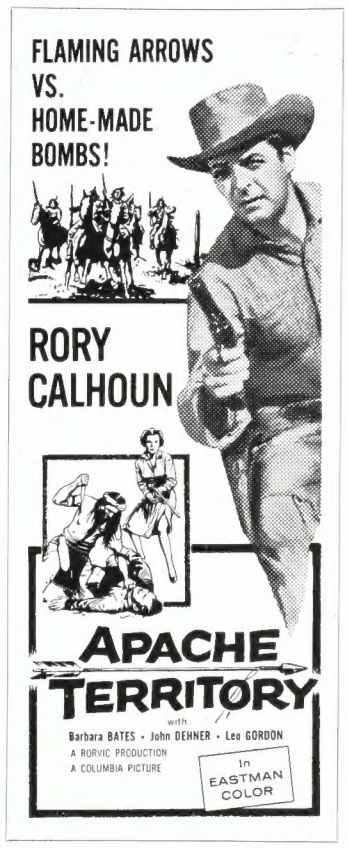


Ad No. 202—52 Lines

Ad No. 204—94 Lines



Ad No. 206—188 Lines

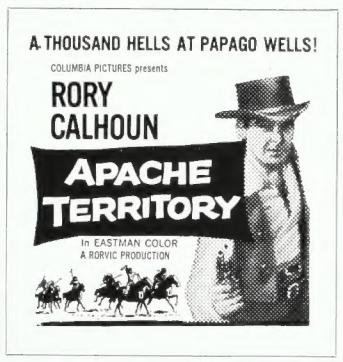


Ad No. 104—65 Lines

Ad No. 301—375 Lines

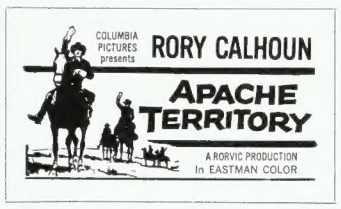
Ad No. 103—38 Lines

(Mat 2-A; Still No. 37) Rory Calhoun's rifle emphasizes his warning to John Dehner, Carolyn Craig, Barbara Bates and Tom Pittman (l. to r.) of the approach of warring Apaches in Columbia Pictures' new Eastman Color Western, "Apache Territory."



Ad No. 102—24 Lines

Ad No. 201—26 Lines



Ad No. 101—13 Lines

COMPOSITE CAMPAIGN MAT SPECIAL No. 1

includes the following ad mats and publicity scenes:

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Publicity 1-A
- Ad No. 201
- Ad No. 202
- Ad No. 203
- Ad No. 204
- Publicity 2-A

APACHE TERRITORY

The locale of "Apache Territory," the Southwestern section of the United States, is a popular vacation area.

- Window displays featuring posters of the country, stills, etc.
- Try for photos taken by residents of Apache Indians, or their territory.
- Interview people who have traveled in Apache territory.
- Cactus displays and giveaway plants to first ten patrons: "A Gift From 'Apache Territory.' "
- Display map of Arizona with star flash around area marked "Apache Territory."
- Stores to feature blue jeans, Western shirts, boots, riding equipment and jewelry.
- Restaurants to specialize in Western dishes, barbecues, chili, steaks, etc.
- Western music on radio.

STREET STUNT

A clever gimmick available at most trick stores, or easily made, is the wired arrow that gives the effect of entering a person's head on one side and emerging on the other. Buy the gimmick or make it from two parts of an arrow and have a bally wear it on his head as he walks through town. A sign on his back can read: "I Just Came From 'Apache Territory!' See 'Apache Territory!' State Theatre!"

RORY CALHOUN

Take advantage of Rory Calhoun's big following among Western movie fans through still displays featuring the star in the lobby and store windows. Gun action scenes: Still Nos. 9, 15, 17, 27, 48. Romance: Still Nos. 11, 53, 57, 58, 59, 60, 64, 65. Ports.: Still Nos. 55, 56, 61, 62, 63. Horseback pose, for sports stores: Still No. 6.

DISPLAYS

9′ x 12′ flag: single-faced, $45.00, double-faced, $75.00. Badge: 40¢ each. Valance: $1.50 per running foot; minimum size, 10 feet. Order directly from: National Flag Company, 43 West 21st Street, New York 10, N. Y. In Canada: Theatre Poster Service, 227 Victoria Street, Toronto, Ont.

APACHE INDIANS

Play up the Indian motif of the title via theatre decorations, window displays and radio stunts and music.

- Youngsters attend wearing Indian costumes.
- Feathers in paper head bands with theatre-picture imprint.
- Boy Scouts to demonstrate Indian lore, in lobby and TV.
- Arrow vs. bullet at local shooting range.
- Indian pennies in bowl with regular ones, kids making lucky pick to win guest admission.
- Indian songs on radio, offering prizes for titles in postcard contest.
- Prizes for best "Apache" Indian heads painted on store windows.
- Guest ticket prizes for best Indian war-whoops on radio show.
- Best ten war-painted faces to win guest tickets.
- Lobby exhibit of arrow heads, hatchets, knives, wampum, etc.
- Possibly there's an Indian in town, Apache preferably, for radio and newspaper interviews.

WAR DANCE DISC

The sound effects of Indians in action and performing a war dance are available on a single platter. Use it for your lobby p.a. system or as introductory effect for radio announcements. Order Record No. 5033B, priced at $2.00 from: Thomas J. Valentino, Inc., 150 West 46th Street, New York 36, N. Y.

RADIO SPOT

15 SECONDS: "Apache Territory!" The last days and nights of the great Southwest Indian uprising! See Columbia Pictures' "Apache Territory!" Starring Rory Calhoun! In Eastman Color! "Apache Territory!" State Theatre, now!

DRIVE-IN'S

- Indian tepees in concession section with pretty Indian girl.
- Advertise Indian popcorn at concession counter.
- "Apache" makes smoke signals or beats tom-tom at intermission.

(Review)

Rory Calhoun provides suspenseful thrills as he rides headlong into the arrow-flaming "Apache Territory," Columbia Pictures' saga of the great southwest Indian uprising, filmed in Eastman Color and now at the .....Theatre.

A drifter crossing the hot Arizona desert, Calhoun routs a band of marauding Apaches to rescue a young girl, sole survivor of a wagon train. He takes her to Papago Wells where they find a group of other Indian-battered desert wayfarers including John Dehner and his fiancee, Barbara Bates. Knowing the Apaches are still in the area, Calhoun suggests the group stay at the well and, though they reluctantly agree, Dehner and Barbara resent the desert drifter's leadership.

When Leo Gordon and five other cavalry men arrive the next morning, survivors of Indian attack, Dehner again wants to make a run for it, jealously disputing Calhoun's command. All argument ends when an Indian arrow kills a soldier.

Now under Apache siege, dissension grows amongst the embattled survivors as their food and water give out. Indian arrow find their marks and the beleaguered band is slowly decimated. Dehner shows his weakness under fire but Calhoun's courage inspires Barbara's growing love. When the final break does come, Calhoun is forced to shoot Dehner in a gun duel.

A desert storm gives Calhoun the chance he has been waiting for; he leads a desperate counterattack against the Apaches to smash the siege in a thrilling climatic battle.

Calhoun is perfectly cast as the desert drifter and dauntless fighter. Miss Bates is attractive as the heroine, Dehner is outstanding as the coward and Leo Gordon appropriately brave as the stalwart cavalry man.

The screen play by Charles R. Marion and George W. George was based on an adaptation by Frank Moss of the novel by Louis L'Amour. Ray Nazarro directed the Rorvic Production. "Apache Territory" was produced by Calhoun and Victor M. Orsatti for Columbia Pictures.

(Production Reader)

"If you can't beat 'em, join 'em," is an old adage that helped to solve a property man's problem during the shooting of Columbia Pictures' "Apache Territory," starring Rory Calhoun in Eastman Color at the..... Theatre. A scene in the film called for attacking Indians to set fire to a pile of brush and the prop man used a compressed air gun to fire the burning arrows at the target. He practiced till his aim was perfect but, during actual filming, the air gun jammed. Production stopped.

What did they do?

You guessed it! They followed the script. The movie Indians fired the burning arrows, starting the blaze right on cue.

(Apache Territory)

Rory Calhoun stars as a desert drifter who pits courage and cunning against a band of raiding Indians in Columbia Pictures' "Apache Territory," in Eastman Color at the ..... Theatre. Based on a novel by Louis L'Amour, "Apache Territory" is the story of an oddly-assorted group of people, besieged by raiding Apaches, who accept Calhoun as the leader in their fight for survival. "Apache Territory" was directed by Ray Nazarro from a screen play by Charles R. Marion and George W. George, from an adaptation by Frank Moss. Calhoun and Victor M. Orsatti produced the Rorvic Production for Columbia Pictures.

(Mat 1-A; Still No. 18) Rory Calhoun battles it out with a knife-wielding Indian in "Apache Territory," Columbia Pictures' Eastman Color adventure drama. Barbara Bates, John Dehner and Leo Gordon are featured in the film.

(Rory Calhoun)

Rory Calhoun never could stand being cooped up by four walls. The rugged, six-foot-three outdoorsman, currently starring in Columbia Pictures' "Apache Territory," in Eastman Color at the.....Theatre, thoroughly enjoys earning his livelihood as a hard-riding hero of Western frontier dramas. In other words, he's happy in his work!

Calhoun knew at an early age that work in an office or factory was not for him. Like some character out of Jack London or Zane Grey, he wanted to live his life out-of-doors.

He has worked as a logger in California's redwoods, a hard-rock miner in Nevada, a cowpuncher in Arizona. He pumped gas at service stations, hauled nets in fishing boats, drove dump trucks and worked at other occupations that kept him out from under a roof.

It was a chance meeting with Alan Ladd that led to his playing small roles and second leads in several pictures. These, in turn, brought Calhoun to stardom in many films that have kept him in the wide open spaces.

Featured in support of Calhoun in "Apache Territory" are Barbara Bates, John Dehner and Leo Gordon. The film, a Rorvic Production which Ray Nazarro directed, was produced by Calhoun and Victor M. Orsatti for Columbia Pictures.

(Opening Notice)

Columbia Pictures' "Apache Territory," starring Rory Calhoun in Eastman Color, opens ..... at the .....Theatre. The outdoor drama was written for the screen by Charles R. Marion and George W. George from the adaptation by Frank Moss of the novel by Louis L'Amour. Featured in support of the star are Barbara Bates, John Dehner and Leo Gordon. Produced by Rory Calhoun and Victor M. Orsatti, "Apache Territory" is a Rorvic Production directed by Ray Nazarro.

(Barbara Bates)

It was a long road between roles for lovely Barbara Bates, who plays the feminine lead opposite star Rory Calhoun in Columbia Pictures' "Apache Territory," new outdoor action drama in Eastman Color at the..... Theatre. Miss Bates had recently completed Columbia's "Town on Trial," opposite John Mills and Charles Coburn in England and Barbara had to travel some 7,000 miles to appear in "Apache Territory."

(General Advance)

Rory Calhoun rides headlong into the arrow-flaming battle of a great southwest Indian uprising in Columbia Pictures' new outdoor adventure, "Apache Territory," filmed in Eastman Color and coming..... to the Theatre. Top-featured in support of the star are Barbara Bates, John Dehner and Leo Gordon.

In "Apache Territory," Calhoun plays a steely-nerved desert drifter who, with some others, finds refuge from marauding Indians at the water hole at Papago Wells. John Dehner, ex-Confederate officer eloping with his pretty fiancee, Barbara Bates, are among the beleaguered group.

Dehner resents Calhoun's calm assumption of leadership while Barbara distrusts his independence. Dehner wants to make a run for it but his argument with Calhoun ends when one of the besieged is hit by an Indian arrow. The small group is slowly decimated by the Apaches. As food and water begin to give out, Dehner reveals his weakness under fire and Barbara's love for him cools. In a final break between the two men, Calhoun kills Dehner in a fair fight.

A whirling dust storm gives Calhoun the opportunity he's been waiting for. He leads a surprise counterattack and the small group of survivors breathlessly rout the Apaches. The siege over, Barbara and Calhoun ride to Yuma together.

Calhoun is said to be particularly effective in his quiet, studied portrayal of the desert drifter. The star also co-produced the Rorvic Production with Victor M. Orsatti. The "Apache Territory" screenplay was written by Charles R. Marion and George W. George, based on Frank Moss' adaptation of the novel by Louis L'Amour. Ray Nazarro directed.

(Roll That Rock!)

The movie-makers of Hollywood generally follow the precept of Mohammed and move to the mountain, whenever the script calls for a rocky piece of real estate. But, sometimes, it's different.

During the location filming of Columbia Pictures' "Apache Territory," starring Rory Calhoun in Eastman Color at the..... Theatre, a huge red boulder was used for several background scenes. Later, shooting indoors, the company discovered it was impossible to duplicate the color and texture of the boulder for necessary scenes. A bulldozer was used to dislodge the big rock and a flat-bed truck with trailer transported the 22-ton "mountain" to the sound stage where the film was finally completed.

(John Dehner)

John Dehner is featured in Columbia Pictures' "Apache Territory," starring Rory Calhoun in Eastman Color at the..... Theatre, as an ex-Confederate officer whose elopement with pretty Barbara Bates is rudely interrupted by raiding Apaches. Ray Nazarro directed "Apache Territory," which also features Leo Gordon. Charles R. Marion and George W. George penned the screen play from the adaptation by Frank Moss based on Louis L'Amour's novel. Calhoun and Victor M. Orsatti produced the Columbia picture, a Rorvic Production.

Important!

One additional publicity scene—two-column Mat 2-A—is shown on page 3 of this pressbook.

Printed in U.S.A.

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org